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**Subject:** ICYMI Patagonia in Morning Energy  
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## **PATAGONIA LAUNCHES**

### **BEARS EARS AD**

**CAMPAIGN:** Outdoor gear and clothing company Patagonia is launching a social media and online advertising campaign today aimed at convincing Interior Secretary Ryan Zinke to recommend Trump preserve the Bears Ears National Monument in Utah. The state's governor and congressional delegation have urged Trump to revoke the monument Obama created at the end of his term, and Zinke is expected to meet with state groups in the coming weeks before he weighs in on the issue. Patagonia is spending \$350,000 on social media, a month of underwriting "PBS NewsHour" and advertisements on The New York Times website. The company is also launching an interactive video produced using Google's 360 technology that prompts people to sign a petition to Zinke on the issue.

### **And urges “no” on methane**

**CRA:** Patagonia joined 13 other

outdoors groups in sending a letter to senators today urging them not to support a Congressional Review Act challenge seeking to nullify a BLM rule aimed at curbing methane leakage on public lands. That comes as EDF Action launched another “six-figure” digital ad campaign in D.C., Arizona, Nevada, North Dakota and Ohio encouraging citizens to fight the nullification attempt.